

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims replaces all prior versions of the claims in the Application. With reference to the listing it is noted that, herewith, claims 1, 2, 5, 6, 9, 13-16, 18, 21, 48, 49, 52, 53, 56, 60-63, 65, 68, and 95 are amended, claims 24-47 and 71-94 are canceled without prejudice or disclaimer, and claim 96 is added. No new matter has been added.

### **Listing of Claims**

1. (Currently Amended) A method, comprising:

receiving data at a first ~~node~~ hand-held device;

creating a log entry in accordance with a match found between the data received at the first ~~node~~ hand-held device and data held by a second ~~node~~ hand-held device within a short-range communication range of the first ~~node~~ hand-held device; and

providing a ~~socially relevant~~ recommendation to a user of the first ~~node~~ hand-held device relating to the data received at the first ~~node~~ hand-held device after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first ~~node~~ hand-held device and data held by one or more other ~~nodes~~ hand-held devices encountered within the short-range communication range of the first ~~node~~ hand-held device.

2. (Currently Amended) The method of claim 1, wherein the data received at the first ~~node~~ hand-held device includes at least an identifier for data held by the second ~~node~~ hand-held device.

3. (Original) The method of claim 2, wherein the identifier is a unique identifier.
4. (Original) The method of claim 2, wherein the identifier is an international standard book number.
5. (Currently Amended) The method of claim 2, wherein the identifier is an ~~IMEI~~ international mobile equipment identity identifier.
6. (Currently Amended) The method of claim 2, wherein the data received at the first ~~node~~ hand-held device includes a data element held by the second ~~node~~ hand-held device.
7. (Original) The method of claim 6, wherein the data element is a phone number.
8. (Original) The method of claim 6, wherein the data element is a universal resource locator.
9. (Currently Amended) The method of claim 1, wherein the data received at the first ~~node~~ hand-held device is not browsable by the user.
10. (Original) The method of claim 1, further comprising determining if the user already possesses data relating to the socially-relevant recommendation.
11. (Original) The method of claim 1, wherein the recommendation is provided at a particular

period of time after the one or more criteria have been met.

12. (Original) The method of claim 1, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

13. (Currently Amended) The method of claim 1, wherein the recommendation is provided after the user performs an operation with the first ~~node~~ hand-held device.

14. (Currently Amended) The method of claim 1, wherein the recommendation suggests to the user addition of data relating to the data received at the first ~~node~~ hand-held device.

15. (Currently Amended) The method of claim 14, wherein the data suggested for addition is held by the second ~~node~~ hand-held device.

16. (Currently Amended) The method of claim 1, wherein the first ~~node~~ hand-held device employs short-range communication in communicating with the second ~~node~~ hand-held device.

17. (Previously Presented) The method of claim 16, wherein IEEE 802.15.1 is employed for the short-range communications.

18. (Currently Amended) The method of claim 1, wherein a one-way hash of a unique identifier associated with the second ~~node~~ hand-held device is employed in creating the log entry.

19. (Original) The method of claim 1, wherein one or more criteria provide for weighting of log entries.

20. (Original) The method of claim 1, wherein the recommendation is not provided after expiration of a validity period.

21. (Currently Amended) The method of claim 1, wherein the data received at the first ~~node~~ hand-held device is updated.

22. (Original) The method of claim 1, wherein the user is directed to a source for information regarding data suggested by the recommendation.

23. (Original) The method of claim 1, wherein an advertiser learns if the user complied with the recommendation.

Claims 24-47 (Canceled)

48. (Currently Amended) A system, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

receiving data at a first ~~node~~ hand-held device;

creating a log entry in accordance with a match found between the data received at the first ~~node~~ hand-held device and data held by a second ~~node~~ hand-held device within a short-range communication range of the first ~~node~~ hand-held device; and

providing a ~~socially-relevant~~ recommendation to a user of the first ~~node~~ hand-held device relating to the data received at the first ~~node~~ hand-held device after one or more criteria or have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first ~~node~~ hand-held device and data held by one or more other ~~nodes~~ hand-held devices encountered within the short-range communication range of the first ~~node~~ hand-held device.

49. (Currently Amended) The system of claim 48, wherein the data received at the first ~~node~~ hand-held device includes at least an identifier for data held by the second ~~node~~ hand-held device.

50. (Original) The system of claim 49, wherein the identifier is a unique identifier.

51. (Original) The system of claim 49, wherein the identifier is an international standard book number.

52. (Currently Amended) The system of claim 49, wherein the identifier is an ~~IMEI~~ international mobile equipment identity identifier.

53. (Currently Amended) The system of claim 49, wherein the data received at the first ~~node~~ hand-held device includes a data element held by the second ~~node~~ hand-held device.

54. (Original) The system of claim 53, wherein the data element is a phone number.

55. (Original) The system of claim 53, wherein the data element is a universal resource locator.

56. (Currently Amended) The system of claim 48, wherein the data received at the first ~~node~~ hand-held device is not browsable by the user.

57. (Original) The system of claim 48, wherein the processor further performs determining if the user already possesses data relating to the socially-relevant recommendation.

58. (Original) The system of claim 48, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

59. (Original) The system of claim 48, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

60. (Currently Amended) The system of claim 48, wherein the recommendation is provided after the user performs an operation with the first ~~node~~ hand-held device.

61. (Currently Amended) The system of claim 48, wherein the recommendation suggests to the user addition of data relating to the data received at the first ~~node~~ hand-held device.

62. (Currently Amended) The system of claim 61, wherein the data suggested for addition is held by the second ~~node~~ hand-held device.

63. (Currently Amended) The system of claim 48, wherein the first ~~node~~ hand-held device employs short-range communication in communicating with the second ~~node~~ hand-held device.

64. (Previously Presented) The system of claim 63, wherein IEEE 802.15.1 is employed for the short-range communications.

65. (Currently Amended) The system of claim 48, wherein a one-way hash of a unique identifier associated with the second ~~node~~ hand-held device is employed in creating the log entry.

66. (Original) The system of claim 48, wherein one or more criteria provide for weighting of log entries.

67. (Original) The system of claim 48, wherein the recommendation is not provided after expiration of a validity period.

68. (Currently Amended) The system of claim 48, wherein the data received at the first ~~node~~ hand-held device is updated.

69. (Original) The system of claim 48, wherein the user is directed to a source for information regarding data suggested by the recommendation.

70. (Original) The system of claim 48, wherein an advertiser learns if the user complied with the recommendation.

Claims 71-94 (Canceled)

95. (Currently Amended) A system, comprising:

means for receiving data at a first ~~node~~ hand-held device;

means for creating a log entry in accordance with a match found between the data received at the first ~~node~~ hand-held device and data held by a second ~~node~~ hand-held device within a short-range communication range of the first ~~node~~ hand-held device; and

means for providing a ~~socially-relevant~~ recommendation to a user of the first ~~node~~ hand-held device relating to the data received at the first ~~node~~ hand-held device after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first ~~node~~ hand-held device and data held by one or more other ~~nodes~~ hand-held devices encountered within the short-range communication range of the first ~~node~~ hand-held device.

96. (New) A hand-held device, comprising:

a memory having program code stored therein;

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code; and

a short-range communications interface disposed in communication with the processor;

wherein the program code, when executed by the processor, causes the processor to perform:

creating a log entry in accordance with a match found between received data and data held by a hand-held device within a short-range communication range; and

providing, to a user after one or more criteria have been met, a recommendation relating to the received data,

wherein the criteria include a specification of at least a predefined number of matches between the received data and data held by one or more other hand-held devices encountered within the short-range communication range, and

wherein the received data includes at least an identifier for data held by the hand-held device within the short-range communication range.